

LEO BURNETT U.S.A.

A PART OF THE LEO BURNETT COMPANY INC.

Ad No. 398-03 - Reg. No. M53533 - "Jeans/T-Shirt" - Pg. 4-G BLD - (9-14" x 11-1/2") - National Magazine 1997



# Keep it Basic

Tastes Good. Costs Less.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

9 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.



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